

THE TRANSPORTATION LINK



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Director of the
Office of Small and
Disadvantaged
Business Utilization

This edition of the *Transportation Link* is very special to me. It highlights all of the organizations that partner with us to help serve the small, women-owned and disadvantaged business community.

One of the exciting things about working in this field is getting to experience the synergy that builds when we work towards common goals. When we talk about the initiatives that DOT's Office of Small and Disadvantaged Business Utilization (OSDBU) and our partners are involved in — surely the work that we do together is greater than the sum of our individual efforts.

Our Success Story this month demonstrates what small businesses can achieve when they develop and maintain relationships with their regional OSDBU partners.

I want to personally thank all of our partners for your hard work and support in helping us provide quality service to all our customers. We look forward to working with you in the New Year.

Lastly, I ask all of you to make a commitment to promoting safety within your business in 1999. It's the right thing to do for your employees, your business and yourself.

All of us at DOT's OSDBU wish that 1999 brings you health, success and happiness.

OSDBU Partners Extend the ONE DOT Reach

Many small businesses know the advantage of working with DOT through the numerous Office of Small and Disadvantaged Business Utilization (OSDBU) outreach and support groups. These partner organizations, whether associated with DOT through formal or informal arrangements, are an integral part of meeting the OSDBU mission: "To promote customer satisfaction through successful partnerships that result in an inclusive and effective small business procurement process."

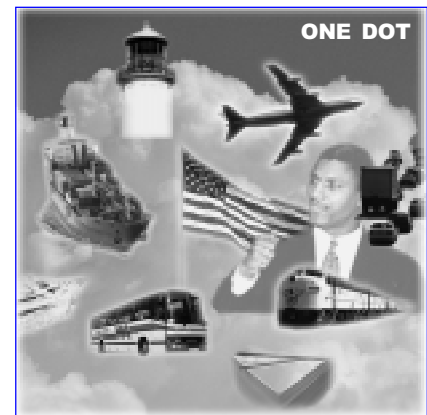
OSDBU partners, acting as extensions into the small business community, are a critical component of OSDBU's effectiveness and success. They play an important part in making the ONE DOT management strategy a reality, by working together to build a transportation system which is international in reach, intermodal in form, intelligent in character and inclusive in nature.

OSDBU provides a wide range of assistance for the small business community under the following three lines of business: **Advocacy, Outreach and Financial Services**

ADVOCACY

OSDBU's advocacy role includes a variety of initiatives encouraging policies that support the DOT's strategic goal - to encourage and assist small, women-owned, Native American and disadvantaged businesses to participate in DOT, and DOT-assisted, contracts and grants. In the realm of procurement programs at the federal and state level — OSDBU negotiates and monitors goals, mediates disputes, and assists in prompt payment issues. They also participate in policy development/guidance by reviewing and commenting on proposed legislation and by analyzing and reviewing proposed regulations.

The state DOTs are partners with OSDBU in an advocacy role for the Disadvantaged Business Enterprise (DBE) program. Furthermore, DOT's OSDBU works closely with other federal agencies, including the Small Business Administration (SBA), the Department of Commerce, Office of Federal Procurement Policy, General Services Administration and others. OSDBU reports to the SBA on small business issues and to the Minority Business Development Administration, within the Department of Commerce, on small business procurement achievements.



Working Better Together

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OSDBU

Office of Small
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wants to hear from you!! Call us toll-free at 1 800 532-1169 with questions or comments about this newsletter or our web site. The Transportation Link's content may be reprinted without permission.

OUTREACH

One of OSDBU's highest priorities is to provide consistent, sustained energy and direction in its outreach activities. At present, OSDBU undertakes a variety of activities designed to provide transportation-related business opportunity information and assistance to the small business community.

Outreach activities include providing information on marketing a business to DOT, procurement opportunities within the transportation sector, information on federal regulations, and much more. In this line of business, OSDBU works closely with partners, experts contracted specifically for this purpose, and with other organizations that support the small business community.

For example, OSDBU's Liaison Outreach and Services Program (LOSP) is comprised of direct outreach partners that support small businesses in specific regions, ensuring that OSDBU information and assistance are readily available in all areas of the country.

This national program utilizes cooperative agreements with eight different Chambers of Commerce and trade associations to increase awareness of DOT contract opportunities, and financial assistance programs, for qualified small businesses.

Small businesses can utilize the following services provided by LOSPs:

- Information dissemination
- Conference, seminar participation and outreach services
- Referrals to technical assistance agencies
- Access to national and regional databases used to provide contractors with bid matching opportunities
- Information for DOT marketing and procurement opportunities; and
- Guidance on the OSDBU Bonding Assistance and Short Term Lending Programs.

The LOSPs work with federal, state and local governments, as well as the private sector, concerning special DOT initiatives such as Welfare-to-Work and the Garrett A. Morgan Technology and

Transportation Futures Program.

Another group of partners that work directly with OSDBU on outreach activities are the Minority Educational Institutions (MEIs) that participate in the Entrepreneurial Technical Training and Assistance Program (ETTAP). This program draws on multiple partnership agreements with fifteen MEIs including Hispanic Serving Institutions, Historically Black Colleges and Universities, and Tribal Colleges.

ETTAP brings MEIs and the public and private sectors together to focus on providing transportation-related assistance and procurement information, to small, women-owned and disadvantaged businesses.

The ETTAP partners focus on providing the following services:

- Small and disadvantaged business entrepreneurs are offered transportation-related assistance, and procurement information, using Electronic Commerce and the Internet,
- Students interested in careers in the transportation field are provided training and development through work experience and internships,
- Information on the Welfare-to-Work and Garrett A. Morgan Transportation Technology and Transportation Futures Program initiatives is disseminated and local network partnerships are fostered.

OSDBU also contracts directly with JDG Associates to provide *Transportation Marketplace* outreach events across the country throughout the year. These forums are designed to educate, train and assist small businesses, including minority and women entrepreneurs, to secure access to transportation-related contracting opportunities.

OSDBU officials, representatives from DOT entities, prime contractors, procurement officers, and small business enterprises are all brought together to meet with the local small business community. The next OSDBU Marketplace is scheduled for February 18, in New Orleans, La. You can register online via the OSDBU web site at: <http://osdbuweb.dot.gov/cfapps/register/>



[register.cfm](http://osdbuweb.dot.gov/cfapps/register.cfm)

Also working directly with OSDBU to provide technology-based information services is Base Technologies, Inc. (BTI). BTI operates OSDBU's National Information Clearinghouse (NIC), a toll-free customer service center which can be reached at (800) 532-1169.

The NIC provides information and assistance to small, women-owned and disadvantaged businesses interested in doing business with DOT. BTI also publishes OSDBU's monthly newsletter, the *Transportation Link*. This newsletter is readily available on the OSDBU web site and a paper copy is mailed to approximately 13,000 members of the small business community.

During the past year, OSDBU has been focusing on increasing the distribution of information to small businesses by the Internet and other electronic means. BTI maintains the OSDBU web site at: <http://osdbuweb.dot.gov>. They also assist other OSDBU technology initiatives by managing the list server and the Fax On-Demand system. Through technology, this partnership allows OSDBU to distribute information quickly, and at a lower cost to the government.

FINANCIAL SERVICES

Under its third line of business OSDBU provides financial services to the small business community through its Short Term Lending Program (STLP) and Bonding Assistance Program (BAP). The OSDBU partners in this important line of business are minority banks and surety bonding agents.

The STLP is designed to provide short-term working capital, in the form

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of revolving lines of credit at prime interest rates, to DBEs and firms certified as 8(a) by the SBA performing on transportation-related contracts. OSDBU's banking partners for the STLP are: Hamilton Bank of Miami, FL; NAB Bank of Chicago, IL; and Cathay Bank of Los Angeles, CA.

OSDBU's BAP is designed to enhance and further the opportunity of DBE and 8(a) firms to obtain bid, performance and payment bonds for transportation-related contracts emanating from DOT, its grantees, recipients, and their contractors and subcontractors.

Working closely with DOT, local bonding agents have the authority to issue bonds on site through a Surety Company. OSDBU has local bonding at fourteen locations in the following cities: Atlanta, GA; Miami, FL; Indianapolis, IN; Woodland Hills, CA; Woodburn, MA; Columbia, SC; Santa Rosa, CA; Cincinnati, OH; Plantation, FL; Dallas, TX; San Antonio, TX; Seattle, WA; and Portland, OR.

Partnering As One DOT

Within DOT, OSDBU works very closely with the various Operating Administrations' small business specialists, contracting offices, small acquisition specialists, civil rights offices, and others - in the spirit of ONE DOT. OSDBU serves as a focal point for the efforts of all of the small business partners within DOT. In this manner, the DOT strives to extend their reach, to provide quality service to the small business community.

For additional information on all of OSDBU's lines of business, partners and marketing and procurement information, visit the OSDBU web site at: <http://osdbuweb.dot.gov>. The same information may be obtained by accessing the Fax On-Demand system by calling (800) 532-1169 and choosing option #1.

Quality Relationships Lead Doyne Construction to Success

This month's Success Story focuses on Doyne Construction of Little Rock, Arkansas and Dexter Doyne, its President and CEO. Doyne, starting his business in 1985, has grown it into a company grossing \$5 million in annual revenue.

He entered the construction industry after a fateful turn of events. After completing his education at San Francisco State University in 1977, he temporarily returned to Arkansas to help with repair work on one of the rental properties owned by his father. Not long after, Doyne began acquiring independent remodeling projects, and later, larger commercial jobs.

"Rental property needs constant upkeep. The job was bigger than I had originally thought," says Doyne, recalling the events that changed his life. "And while I was making repairs on the rental property, people were coming by and asking for price quotes on repairs, like porch and door work. I found myself starting a business."

In Doyne's first year of business, he reported \$5,000 in gross revenue and a total net profit of \$52. "When I started out, all I had was my Dad's truck, some tools and desire." He soon learned the value of establishing corporate credit to qualify for bonding. Without bonding, acquiring a larger contract was impossible.

Explains Liaison Outreach and Services Program (LOSP) Regional VI Director, Charles King: "Obviously, a large corporate client will want to ensure that their requirement is met. So, a bond is needed to guarantee that the contract is fulfilled. Some Disadvantaged Business Enterprises (DBE's) maintain a small, limited relationship with one or two primes who consistently carry the bond for their

"[He] took advantage of the opportunity to build and maintain relationships with primes, property owners, ... regional agencies, etc.,"



Charles King

subcontractors. This way, the subcontractor never builds the credibility with lending institutions themselves." Doyne, however, worked to obtain his own bonds. "Good credit is more powerful than cash," says Doyne.

Doyne Construction, now an 8(a) commercial contractor business, recently completed a \$500,000 DOT remodeling contract inside the Little Rock Airport terminal that required escalator replacement, millwork, and finishing.

"A lot of 8(a) contractors think that just because they are an 8(a), contracts will automatically head their way," says King. "But it may not produce a job opportunity overnight. Dexter Doyne took advantage of the opportunity to build and maintain relationships with primes, property owners, regional agencies, [etc.], and this leads to opportunities he might otherwise not have had."

King adds: "Building relationships with primes may not produce immediate jobs, but in time the program can produce work, added experience for your staff ... and a chance to develop a reputation for quality work with other primes. Dexter understood the importance of first building, and then maintaining those relationships."

"You have to deliver quality work," says Doyne. "If you don't deliver quality on the tail end, you won't get another chance on the front end." Certainly, Dexter Doyne has made the most of his chance.

For more information about Doyne Construction call (501) 376-8900 or fax (501) 376-7419

For Charles King, call (888) 374-5677, fax (501) 371-0409 or e-mail armsdc@swbell.net

Coming Soon ... 1999 US DOT SBIR Solicitation

The February edition of the *Transportation Link* will highlight the 1999 Small Business Innovative Research (SBIR) Solicitation which is scheduled to be released on February 12, 1999.

The SBIR Program consists of three phases, offers up to \$850,000, and strives to see innovative technological concepts through to commercialization. Solicitation topics are derived from each of the DOT Operating Administrations and are designed to improve the quality of transportation methods by utilizing small, private sector businesses to meet federal R&D needs.

The SBIR Program is an excellent opportunity to do business with the federal government.

To learn more, read the February edition of the Transportation Link and visit the US DOT SBIR Program Web Page at www.volpe.dot.gov/sbir.

CALENDAR OF EVENTS FOR January/February 1999

DATE	EVENT	CONTACT
January 20	'Talking to A Banker' Cash Flow Seminar Sponsored by SBA Chicago, Ill.	SCORE (312) 353-7724
January 21	Training Seminar for Small Businesses Miami, FL Sponsored by U.S. DOT/LOSP	Enrique Carillo or Grace Quevedo (800)-448-2585 (305)-860-0780
January 27	Small Disadvantaged Business-Certification Seminar Philadelphia, PA	SBA (202) 289-1700 (215) 580-2716
February 18	DOT OSDBU Louisiana Transportation Marketplace Hotel Monteleone New Orleans, LA	Nelson Quinones (800) 532-1169 (202) 366-9886 http://osdbuweb. dot.gov/ cfapps/register /register.cfm
February 22-23	30th Annual Minority Business Opportunity Day Trade Fair Los Angeles, CA	Faye Beck (213) 380-7114

**Safety is the #1 priority of
the U.S. Department
of Transportation!**

Take a Stand Against Impaired Driving!

To learn more about *Drunk and Drugged Driving (3D) Prevention*, and other DOT safety programs, visit the National Highway Traffic Safety Administration web site at <http://www.nhtsa.dot.gov>

<http://osdbuweb.dot.gov>

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